

# student life

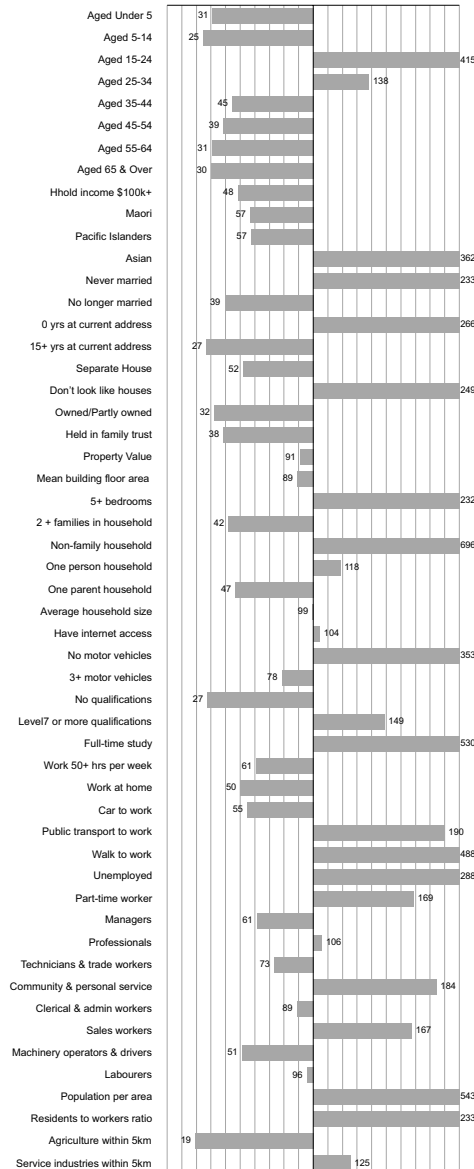
CAMPUS AND CBD-DWELLING STUDENTS,  
OFTEN FROM ASIA

**Student Life is the youngest of the Singles & Starters household types, 57% are between the ages of 15 and 24. Student Life are renters of either purpose-built rental accommodation, or houses, that have been converted into flats. These flats are usually located in neighbourhoods close to tertiary campuses in Dunedin, Hamilton, Christchurch and Palmerston North. Average weekly rent is \$294.**

Median household income is just over \$30,000 per annum. Many are students (53%), unemployed (15%) or working part-time in sales or the hospitality industry. These people are the most likely to work part-time (as they complete their degrees or tertiary qualifications). 43% walk to work or university and car ownership is very low. As students, they consider themselves intellectuals.

Partying and socialising on weekends are important parts of Student Life – they 'live for today'. Local clubs and student pubs are popular places where beer and spirits are usually consumed. Going to rock concerts, movies, reading novels and magazines, and shopping all compete for spare time. Student Life are very fashion-conscious and peer Influenced, often buying clothing for the label.

They enjoy a variety of sport including bushwalking, weight training, swimming and aerobics. They are health conscious and think of the calories of meals. They don't feel they have time to cook and often buy simple meals or takeaways for dinner. Supermarkets with convenient opening hours are preferred, where they can choose from a good range of home brands.



Top Districts – Auckland City, Dunedin City, Wellington City, Christchurch City & Hamilton City

Top Suburbs – Auckland Central, North Dunedin, Dunedin Central, Silverdale West, Riccarton, Mount Cook, Wellington Central, North East Valley, Grafton & Hokowhita

